



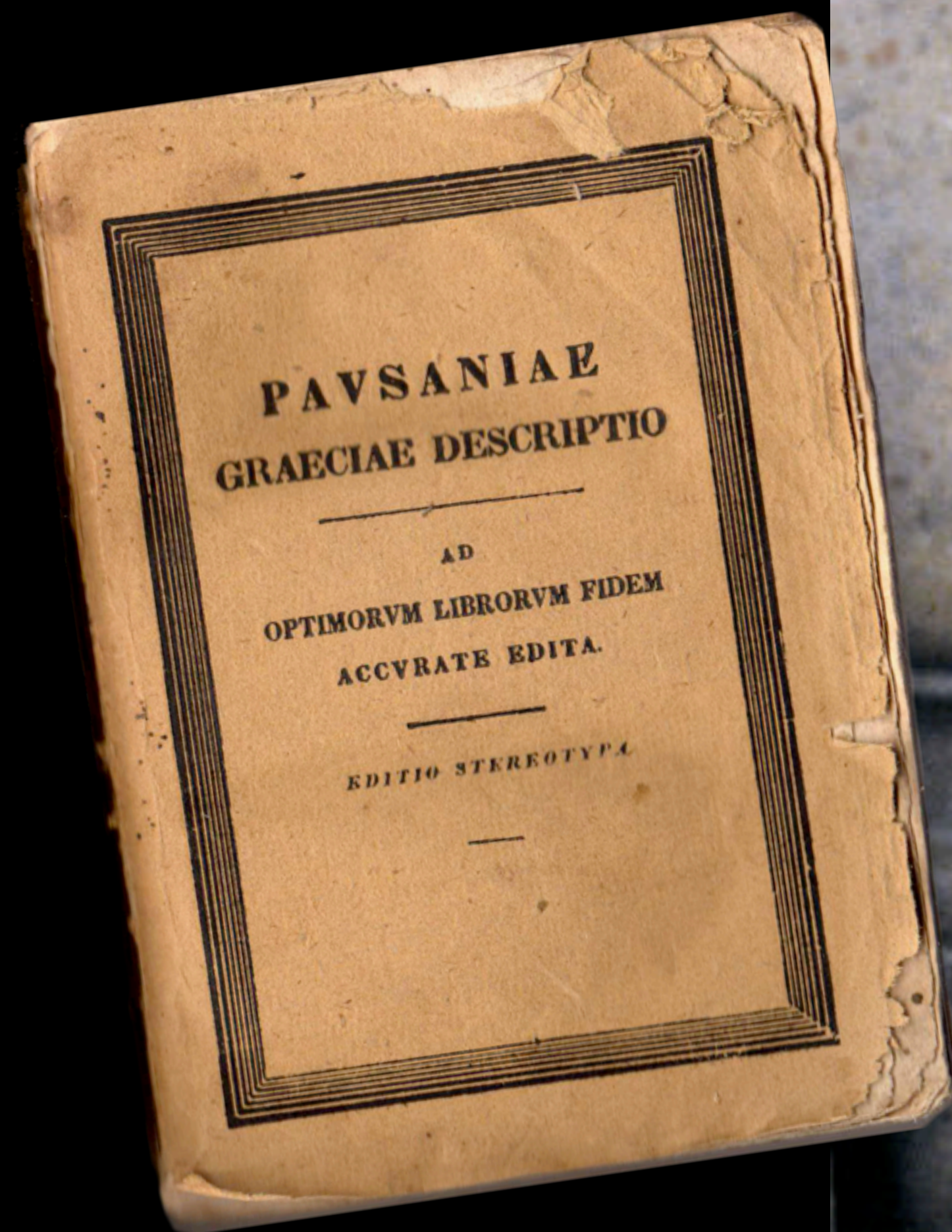
MONTANA GOVERNOR'S CONFERENCE ON TOURISM 2013

Be Yourself to Attract Today's Traveler









PRODUCTS

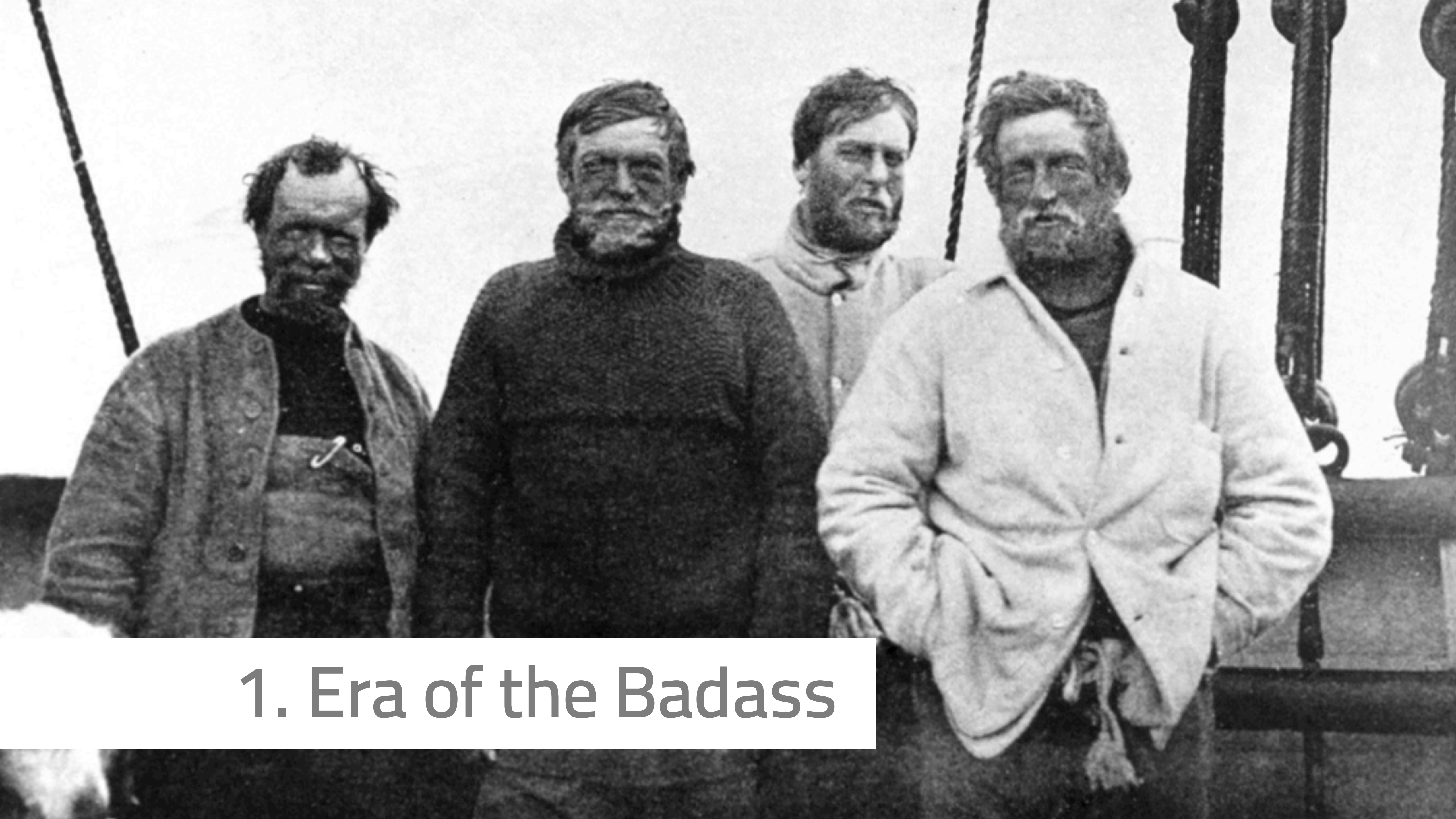


TRAVELERS



MARKETING





1. Era of the Badass

Romans, 100-200

Marco Polo, 13th Century

Cox and Kings, 1758

Renaissance & Grand Tour, 1763 - 1773

John Murray III - Guidebooks, 1836

1. Era of the Badass

2. The Golden Era



First Domestic CVB - Detroit Metro CVB, 1895
International Association of Convention Bureaus, 1914
Nevada Approves Bed Tax, 1955
Eugene Fodor & Arthur Frommer, 1957
Lonely Planet Guide Book, 1973
GDS Released to Travel Agents, 1976

2. The Golden Era

3. Era of Everywhere



Travelocity launches, 1996
Las Vegas CVB launches website, 1997
Trip Advisor, 2000
Facebook, 2004
Yelp, 2004

Airbnb, 2007
Jetsetter, 2009
Foursquare, 2009
Brand USA, 2011

3. Era of Everywhere

Experiential travel is:

Adventure travel is:

Geotravel is:

"Everywhere" is:

A place that has retained its historical,
environmental and cultural authenticity.

The Geotraveler is interested in **you.**
Are you invested in being **something else?**

PRODUCTS











“ I want to create trips that are not formulaic but cater to the sophisticated 21st century traveler, those who have moved beyond materialism and conspicuous consumption," he said. "It's not about what category hotel you stay in; it's about the character of the hotel and the experience of the hotel."

— George Morgan-Grenville,
Former Director, Abercrombie & Kent
via Arnie Weissman, Travel Weekly

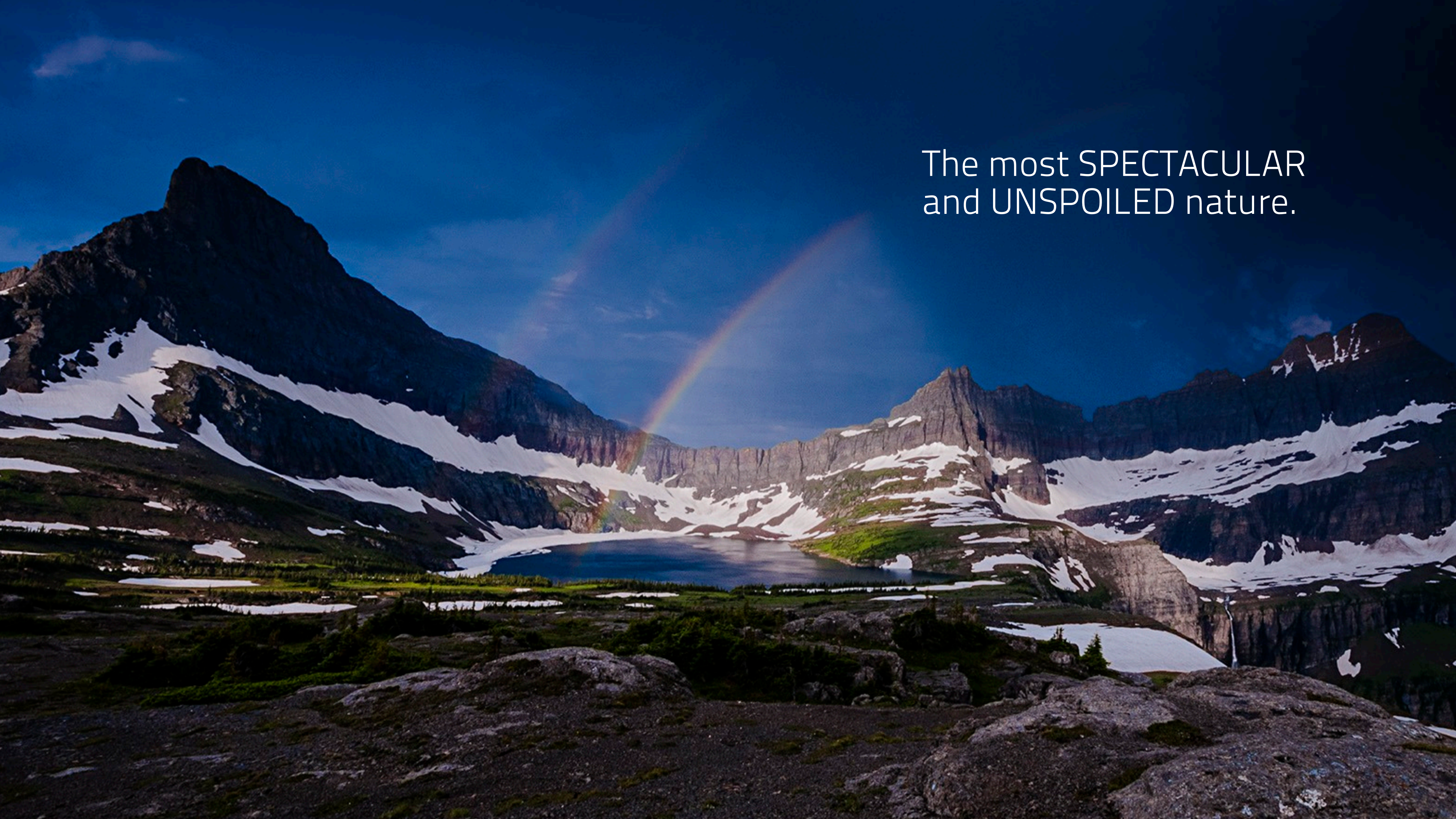
“ More travelers enjoyed both trips focused on outdoor activities as well as city-based vacations last year. Less-active general sightseeing vacations declined significantly. Gambling vacations and trips to see sporting events also declined.”

— MMGY Global/Harrison Group;
2012 Portrait of American Travelers



Source: Adventure Travel Trade Association, George Washington University

The most SPECTACULAR
and UNSPOILED nature.





The most SPECTACULAR
and UNSPOILED nature.

The most SPECTACULAR
and UNSPOILED nature.



TRAVELERS



55MM Geotravelers

Travel more.
Spend more.
Influential.

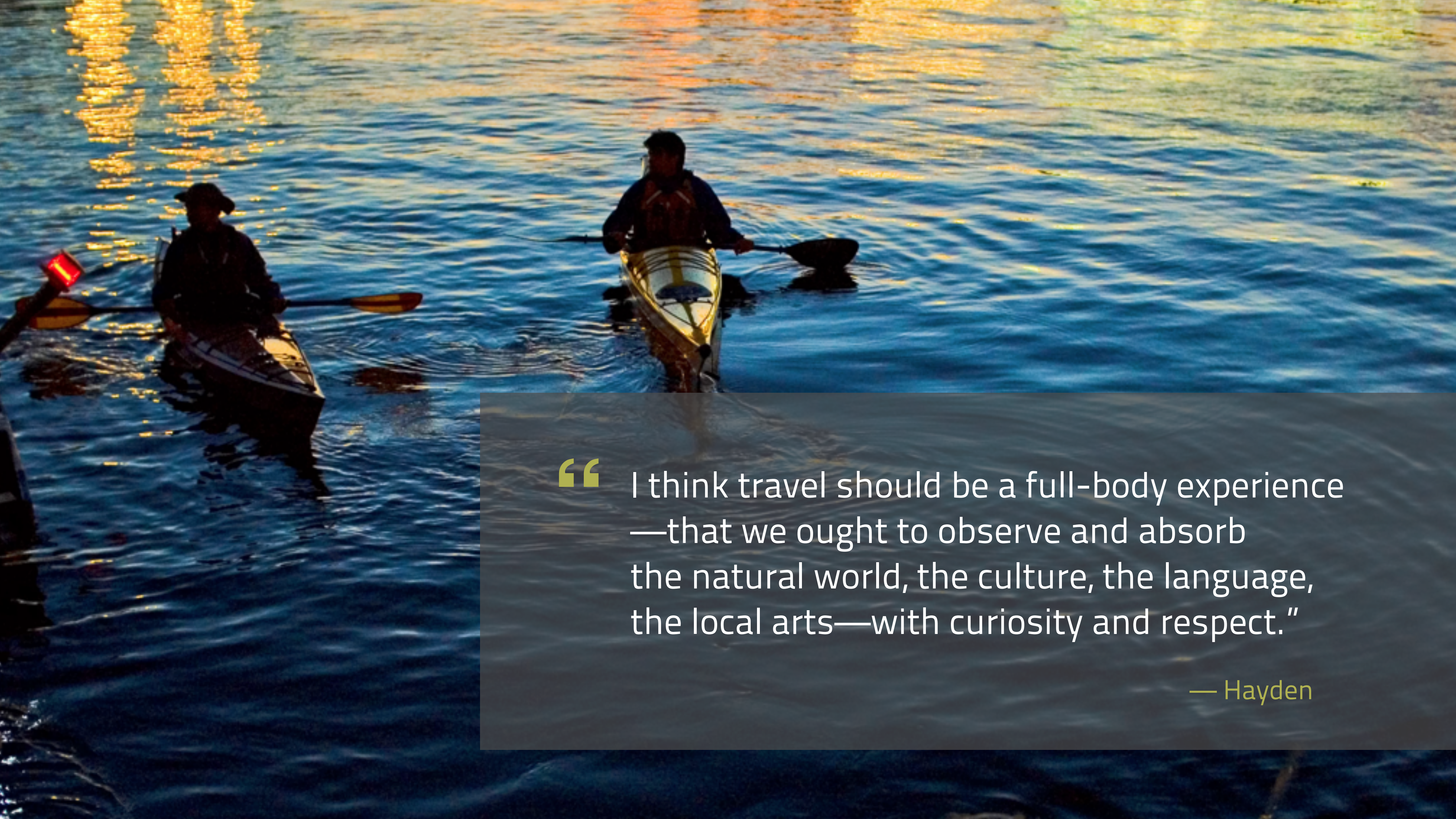
Geotravelers are leading America's awakening.



"SELF" CENTERED

EXPERIENCES

SELF IN RELATIONSHIP

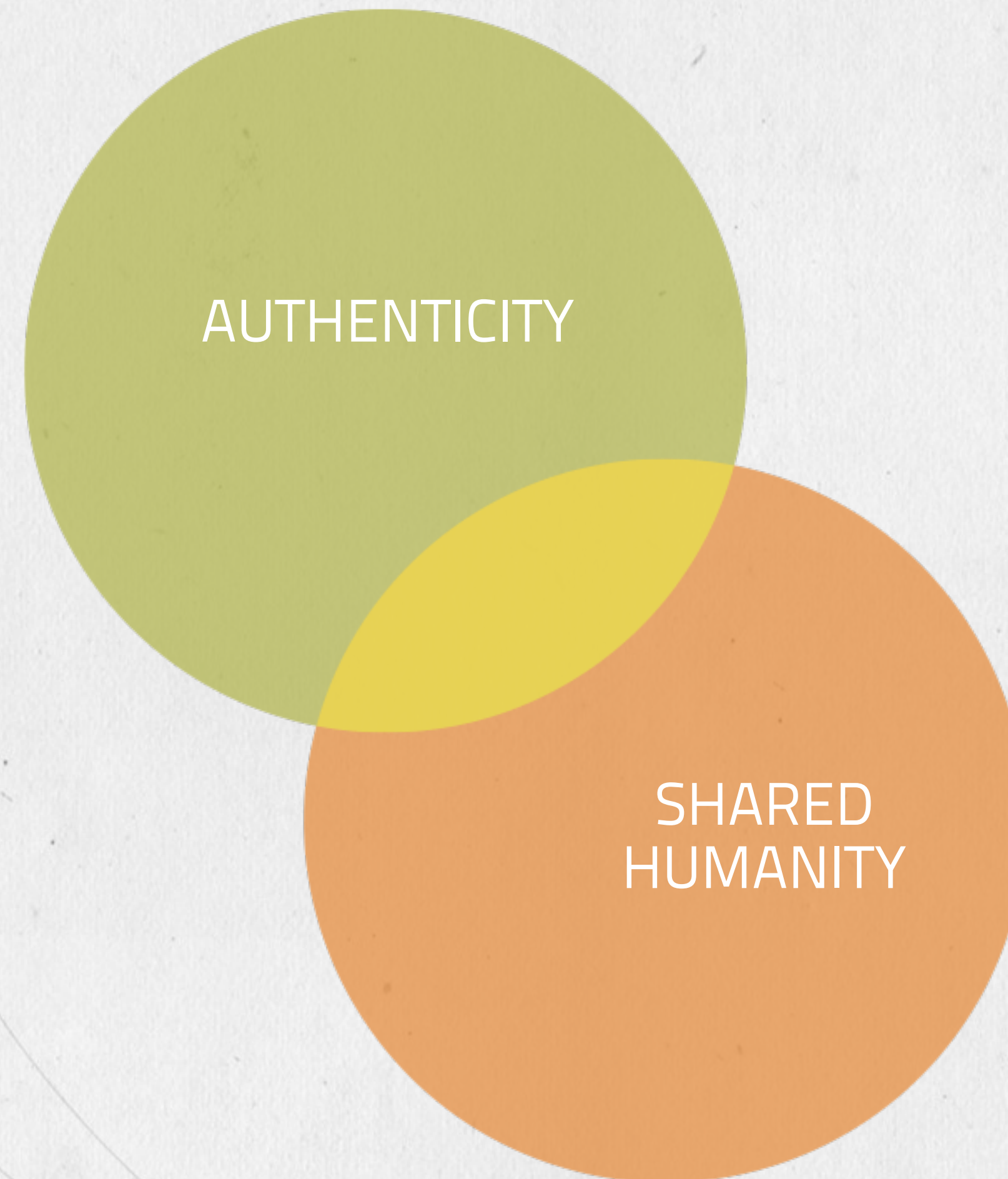


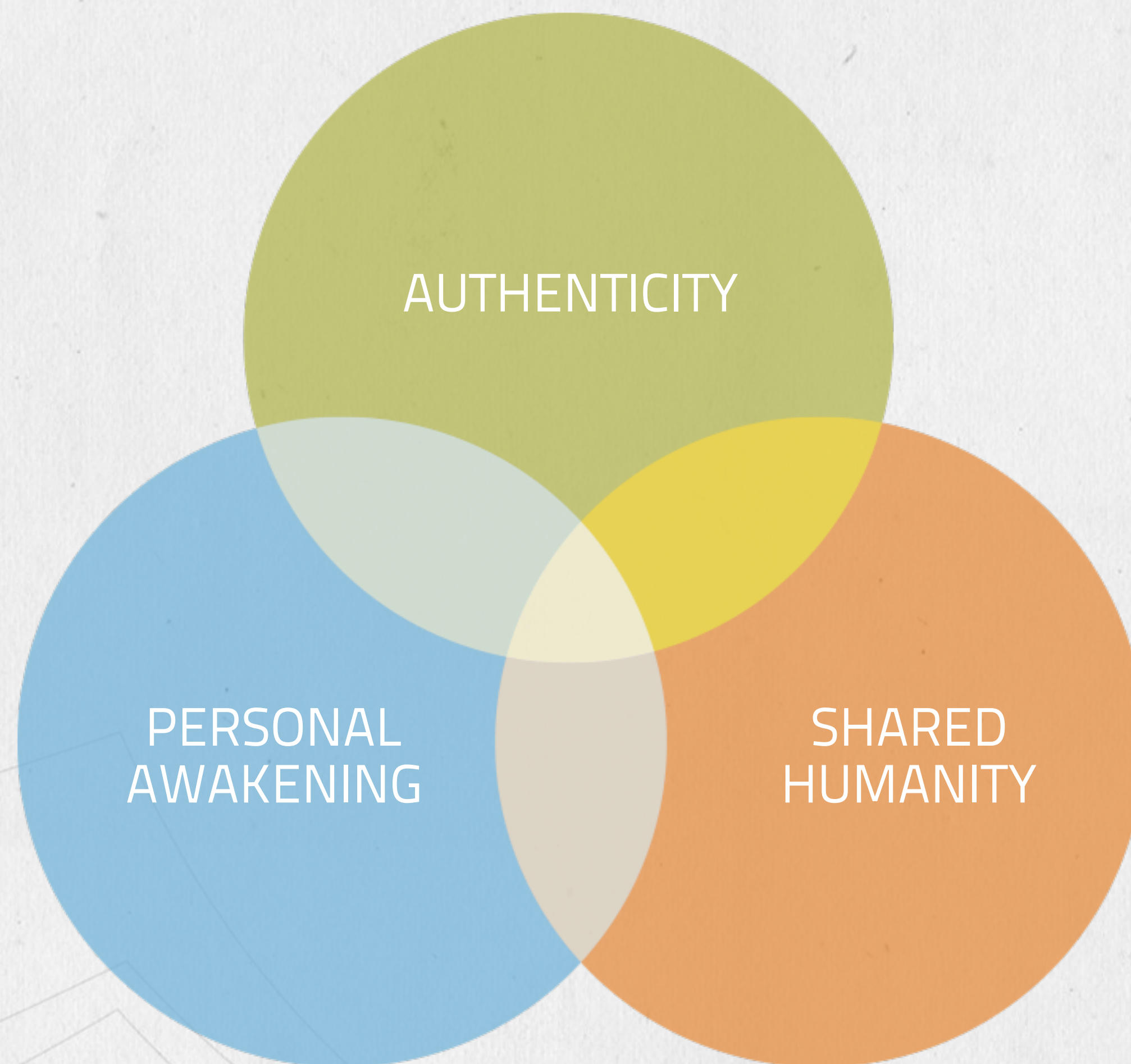
“ I think travel should be a full-body experience —that we ought to observe and absorb the natural world, the culture, the language, the local arts—with curiosity and respect.”

— Hayden

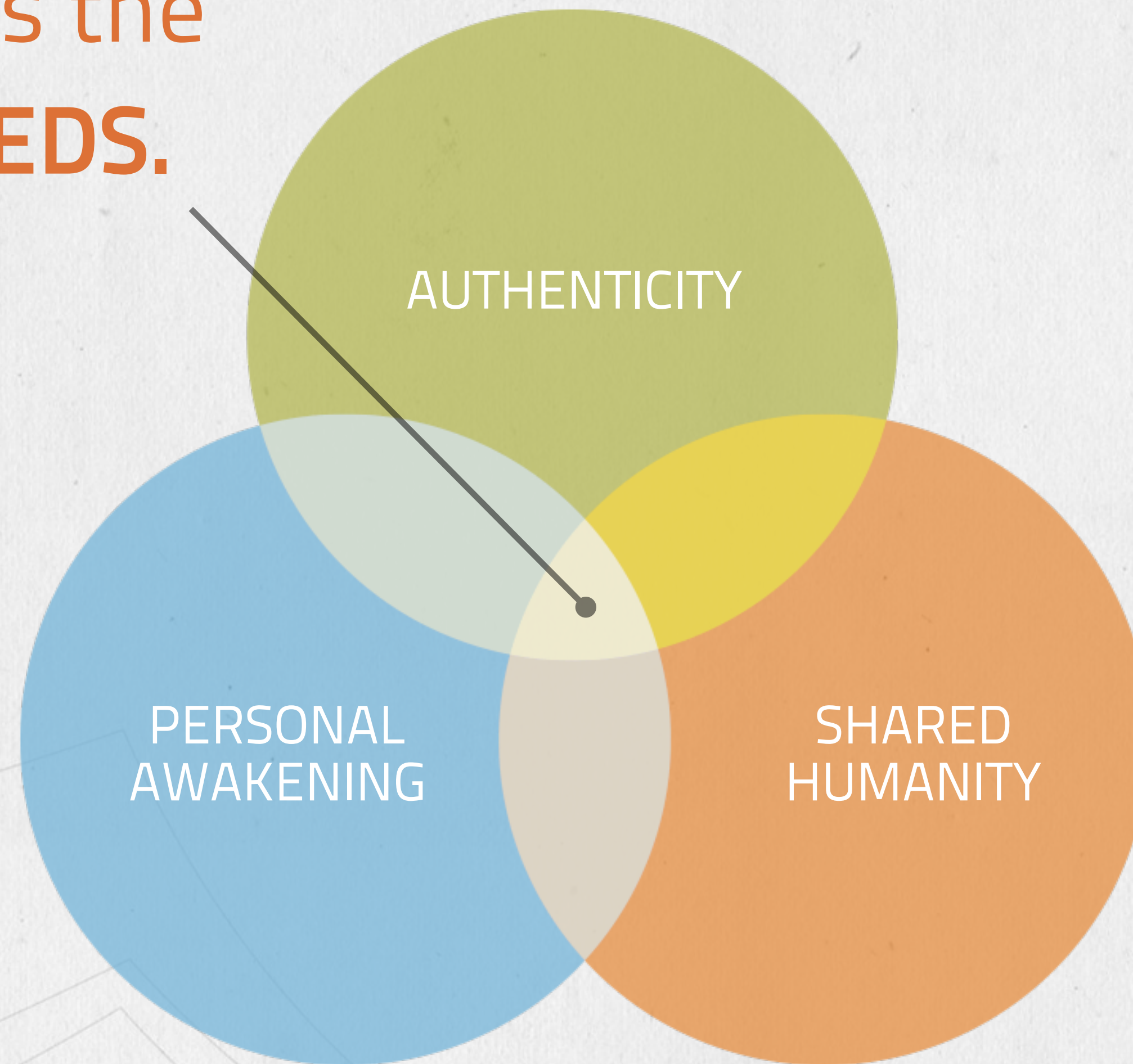


AUTHENTICITY





Travel represents the
apex of their **NEEDS.**



NEEDS = \$

MARKETING



FIRE POWER

Cool off with
astronaut ice cream

Crack
the Inter
Spy M

 **DELTA**
VACATIONS

THE HOTTEST VACATIONS UNDER THE SUN

Delta Vacations offers flight and hotel vacation packages to more than 40 great destinations throughout Mexico and the Caribbean, as well as:

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- Discounted hotel rates and special offers
- Lowest price guarantee*—find a lower price on the same vacation and we'll match it and give your client \$50 toward a future trip
- More to sell with specialty vacations including luxury, destination weddings, honeymoons, group travel, and more
- Up to 7,500 bonus miles for your clients, in addition to credited flight miles, through the SkyMiles program, plus numerous other ways for them to earn additional bonus miles
- More ways for travel agents to earn money with commission offers, incentives, and more

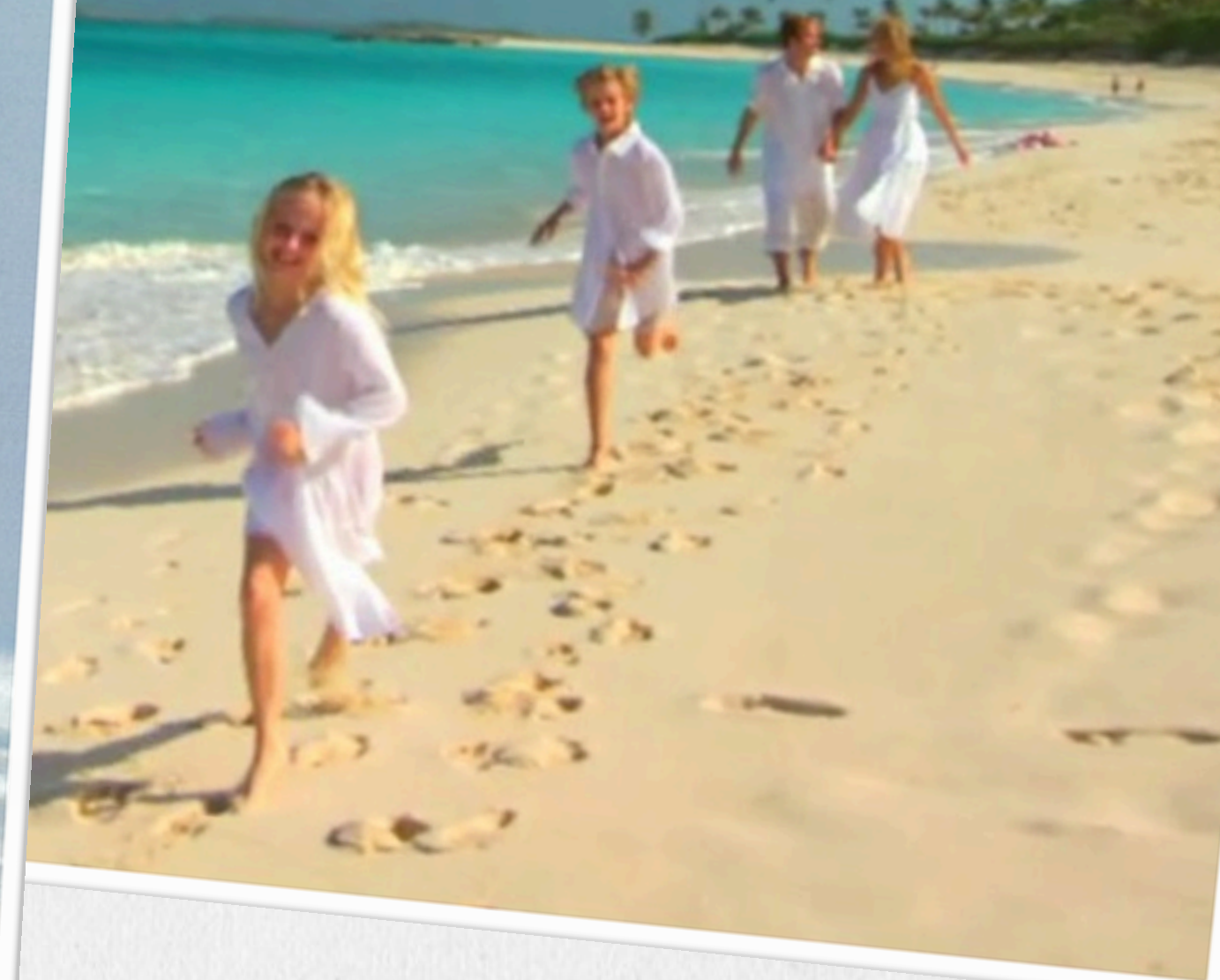
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C'mon! It'll be great! There's
tons to do, GINGER! You'll love it!



What they hear

blah blah GINGER blah
blah blah blah blah
blah blah GINGER blah
blah blah blah blah...



Jan 10

Tell your story frankly.



Convey your expertise.





Localize as much as possible.

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EST. 1904

KEMPTON HOTEL



ANTIQUÉ SHOP

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TERRY, MONTANA

Headquarters for the Calypso Trail
and historic photo gallery.



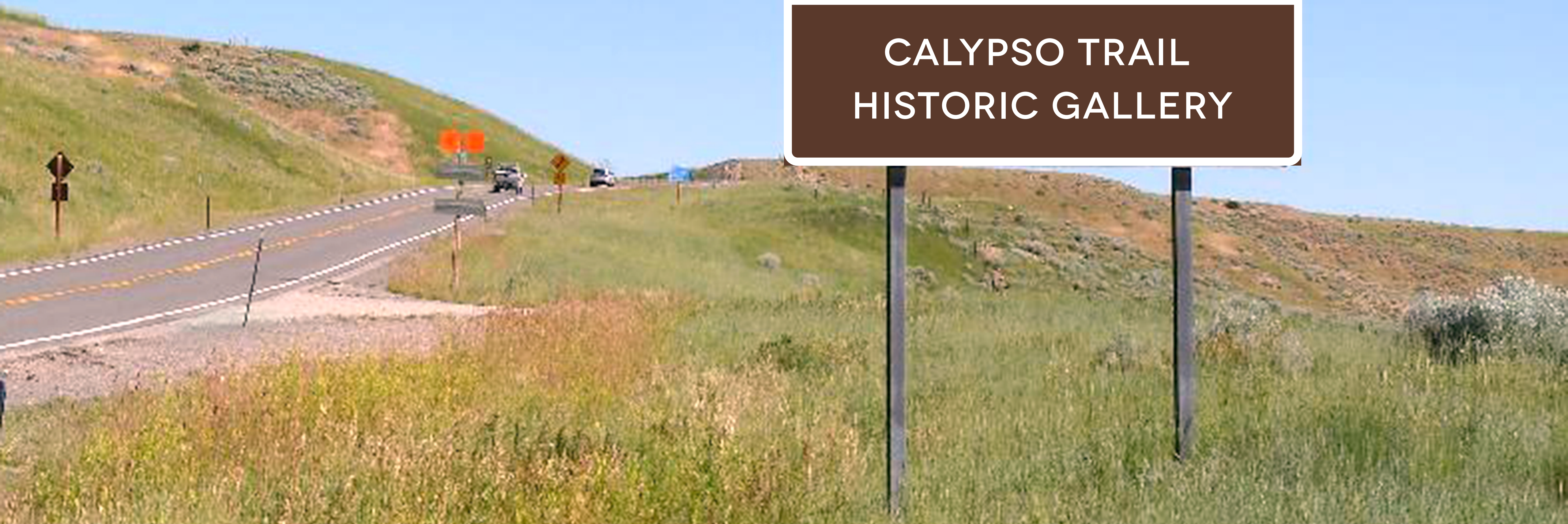
EXIT 176



EXIT 176

TERRY

CALYPSO TRAIL
HISTORIC GALLERY



Inspire your tribe.





Integrate mindfulness and
sustainability into the business itself.







3.0 TRAVEL

Be yourself.
Understand the traveler.
Speak frankly.



Thank you

Jeff Welch, President
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